

VOLUME 24, NO. 7, JULY 1992

# CAROLINA COUNTRY

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CHAPPEL HILL NC 27599

UP IN HAYWOOD  
COUNTY'S MOUNTAINS

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PAY-AS-YOU-GO  
ELECTRICITY

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WHY ARE WE PRACTICALLY "GIVING AWAY"



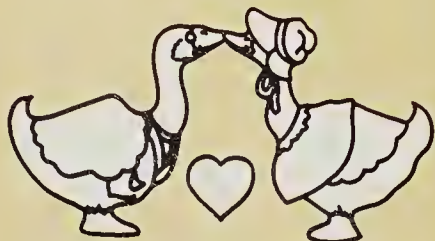
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WHY ARE WE PRACTICALLY "GIVING AWAY"



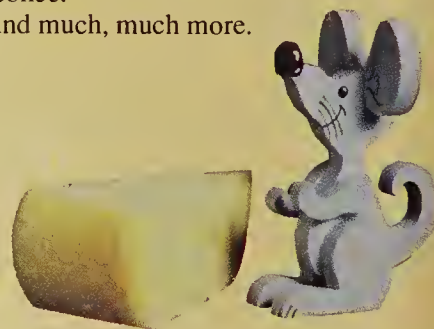
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## CAROLINA COUNTRY

(ISSN 0008-6746)

READ MONTHLY IN MORE THAN  
338,000 HOMES

VOLUME 24, NO. 7, JULY 1992



OFFICIAL PUBLICATION

NORTH CAROLINA ASSOCIATION OF  
ELECTRIC COOPERATIVES, INC.

P.O. BOX 27306, RALEIGH, NC 27611

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*Carolina Country*® is published by the North Carolina Association of Electric Cooperatives, Inc. Second class postage paid at Raleigh, NC, and additional mailing office. Editorial Offices: P.O. Box 27306, Raleigh, NC 27611. (919) 872-0800. *Carolina Country* is a registered trademark of the North Carolina Association of Electric Cooperatives, Inc.

Postmaster: Send from 3579 to P.O. Box 27306, Raleigh, NC 27611. EMC group subscription \$3.50 a year; individual, \$4.00.

To change address, send magazine mailing label. Address all mail to *Carolina Country*, P.O. Box 27306, Raleigh, NC 27611.

 PRINTED ON RECYCLED PAPER



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# CAROLINA COUNTRY

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Marvin O. Marshall pays tribute to Gwyn B. Price, the "father" of North Carolina's cooperative movement, who died May 27.

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They say there's something in the mountain air and water of Greater Haywood County that has always attracted people. As a partner in the progress of this community, the Haywood Electric Membership Corporation is changing with the times.



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## ON THE COVER

The 60-foot drop at Looking Glass Falls in Pisgah National Forest is one of the attractions of western North Carolina's mountains. (Michael Gery photo)

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Brunswick Electric Membership Corporation, Shallotte, is the first utility in the state to offer a "pay-as-you-go" option for buying electricity.

GWYN B. PRICE

# Saluting the "father" of North Carolina's co-op program

**P**ause with me now to celebrate a quiet mountain man who came to be known as the "father" of North Carolina's cooperative movement: Gwyn B. Price, who died May 27 at the age of 91. (See related story, page 13.)

As a key leader of this self-help movement in its early years, the Ashe County native guided the development of electric and telephone co-ops throughout the state — member-owned enterprises that provided these services to rural people, filling a void no one else would fill.

He was a friend to all of us who are involved in the rural electric program, including millions of rural people who were never privileged to meet him face-to-face. They're the consumers who have enjoyed the benefits of co-op membership through the past 50 years.

Mr. Price was part of that movement in its early days and eventually made it his life's work. He was instrumental in organizing Blue Ridge Electric Membership Corporation in 1937 and later spent three decades as chairman of the North Carolina Rural Electrification Authority (NCREA). The authority, which was formed a few weeks before President Franklin Roosevelt established the Rural Electrification Administration in 1935, oversees services of the state's 28 electric co-ops and nine telephone co-ops.

He served NCREA through the terms of nine governors (see box), stepping down in 1974 to return to his farm near Warrentonville. In retirement, he never lost touch with the co-

THIS EDITORIAL WAS WRITTEN BY MARVIN O. MARSHALL, EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER OF SOUTH RIVER ELECTRIC MEMBERSHIP CORPORATION, DUNN. MARSHALL, WHO WAS WITH THE RURAL ELECTRIFICATION ADMINISTRATION FOR SIX YEARS BEFORE TAKING THE CEO POST AT SOUTH RIVER IN 1968, HAS KNOWN GWYN B. PRICE DURING MOST OF HIS 30 YEARS IN THE RURAL ELECTRIC PROGRAM.

op program he helped create. Co-op leaders, who often sought his wise counsel, came to consider him a living legend. Now only the legend remains.

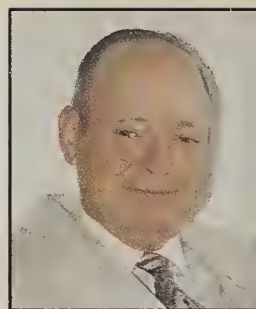
Mr. Price never severed his ties to Ashe County, where he started out as a dairy farmer and school teacher. He taught school from 1924 until 1938, and served for 14 years as principal of Jefferson High School. He also worked for awhile with the Agriculture Adjustment Administration and the Farm Security Administration in Ashe County.

Gov. J. Melville Broughton appointed him chairman of NCREA in May 1941. He remained in the post until 1972, then spent another two years on the agency's board.

During his first 10 years as chairman, the number of farms in North Carolina that had access to electric service rose from 25 percent to 97 percent. When he turned his attention to helping the state's Telephone Membership Corporations get started,

these co-ops extended telephone service to more than 40,000 members in 11 years.

Since his retirement, he has been honored repeatedly for his contributions to North Carolina.



Marshall

Every year since 1986, the co-ops statewide organization has awarded the \$1,000 Gwyn B. Price Scholarship to an outstanding participant in the Rural Electric Youth Tour to Washington. Just a few months ago, the organization also pledged a \$24,000 donation in his honor to help finance construction of a civic center in Ashe County. The center will feature a "Hall of Fame" paying tribute to local citizens who have made significant contributions to their communities.

As these tributes demonstrate, the leaders of the state's co-ops agree that Mr. Price deserves much of the credit for the success of these 37 independent, non-profit businesses, which now provide services to more than 600,000 Tar Heel consumers.

That hard-earned success will serve as a fitting monument to the man and the legend.

**Gwyn B. Price provided leadership for the North Carolina Rural Electrification Authority under these nine governors:**

- J. Melville Broughton
- Gregg Cherry
- Kerr Scott
- William B. Umstead
- Luther H. Hodges
- Terry Sanford
- Dan K. Moore
- Robert W. Scott
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# Something special in the air and water

TEXT AND PHOTOS BY  
**MICHAEL E.C. GERY**  
ASSOCIATE EDITOR

**T**ourists first came to the western North Carolina mountains in the late 1800s because they believed the mountain air and water would improve their health. They were not disappointed.

A century later, the awesome vistas, clear air, cool water and rugged life of the communities here continue to invigorate visitors.

Many who visit decide to settle here, at least during the more compatible months. In Haywood County, for example, about a quarter of the residences are now seasonal, occupied by a growing number of families and retirees who enjoy life here in the spring, summer and fall.

As a first-time tourist in 1887, George Vanderbilt was so entranced by the area that he bought 130,000 acres of mountain and valley and built a 250-room country retreat. His Biltmore Estate is still considered the largest private home in America.

Soon after Vanderbilt, waves of fashionable travelers with servants and hat boxes reached the mountains by steam-powered train, some in their own Pullman cars. Local people met the visitors and shuttled them to

the grand hotels built on lakes and ridges.

The Methodists, Baptists and Presbyterians each established summer retreats here, where the views alone are spiritually uplifting.

Anticipating a newly mobile public, the local business community began pressing for a big public park. The federal government, John D. Rockefeller and other philanthropists, were persuaded to preserve this ancient range of southern Appalachian mountains.

After conservation achievements by Depression-era public works projects, the government in 1939 opened a half-million acres of the Great Smoky Mountains as a national park.

Today, about 40 percent of Haywood County is within government-protected parks or wilderness areas.

Another 1930s public works accomplishment, the Blue Ridge Parkway, opened the mountains to plea-

surable motor touring.

And the tourists just keep coming. As they have said for a hundred years, there must be something in the water. Or in the air.

Tourism and seasonal residents help to keep the communities viable in Haywood and Transylvania Counties, and even in the more urban reaches of Buncombe County around Asheville.

As "the gateway to North Carolina's Great Smoky Mountains," Haywood County's communities of Waynesville and Maggie Valley are magnets for visitors who appreciate the surrounding wilderness, but also enjoy comfortable lodging, dining, shopping, musical performances and festivals.

The Chamber of Commerce offices for both Greater Haywood and Maggie Valley are sophisticated enterprises which inform outsiders and welcome prospective residents to the area's year-round attractions.

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**Although tourism is an inseparable part of local life and the economy, the area's heritage and style encompass much more.**

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Although tourism is an inseparable part of local life and economy, the heritage and style encompass much more.

Cherokee people lived in these mountains and valleys for hundreds of years before European explorers arrived in the 16th and 17th centuries.

They spoke the Iroquoian language and

had well-developed villages, gardens and hunting and fishing territories, as well as rituals and crafts. Conflicts with white settlers led to the forced westward removal of Cherokees in the early 1840s. However, an "Eastern Band" hid in the mountains they





Waynesville, seat of Haywood County.

new so well, and today many native Cherokee live in the 56,000-acre Qualla Boundary reservation, a diverse and commercialized community which welcomes visitors.

Europeans settled in the region in the late 1700s, and in 1810 there were 384 families. Pioneers literally chopped through the forests to make their farmsteads. Scotch and Irish came to populate the communities in the early half of the 19th century.

The Civil War was destructive here, as in many North Carolina territories. But none make Waynesville's claim: that the last skirmish, indeed the final shot of the Civil War east of the Mississippi, was witnessed in the Sulphur Springs area in May 1865.

The railroad came 20 years later, then the hotels, then the industrial plants. Champion Paper, one of the area's major employers, erected its Canton mill in 1896. Killian's woolen mill built Waynesville's first electricity generator in 1902. Burley tobacco boosted the farm economy in the early 1900s. The United Methodist Church completed its magnificent Assembly complex on Lake Junaluska in 1913.

Prohibition in the 1920s boosted the moonshine business in the hills, and ushered in the county's most notorious crime wave. The Great Depression wracked nearly all of Haywood County, including the relatively young tourist trade. But New Deal

conservation and public works projects came to the rescue.

When electricity illuminated Haywood's rural Pigeon and East Fork districts in 1939, The Waynesville Mountaineer newspaper declared it "a milestone of progress" for the entire region. It is progress that has not receded. [See related story.]

Today, Interstate 40 cuts through Haywood County, heading north along the Pigeon River into Tennessee. State Route 276 brings visitors south from I-40 to the county seat at Waynesville, and Route 19 leads to Maggie Valley.

Haywood County in 1992 is clearly in tune with the times of 20th century America's final years.

Bright new signs for motels and fast food shops rise from the valleys nearly 100 feet high in places to be seen from a mountain gap highway. Harrell's Motor Sales in Waynesville specializes in four-wheel-drive English-made Land Rovers. Whitman's Bakery in Waynesville serves a steady line of customers, as do Grandma's Country Kitchen in Cruso, Joey's Pancake House in Maggie Valley. Western Steer Family Steakhouse in Buckeye Cove, and dozens of other local and franchised restaurants. A school bus crawls up Route 276 toward Pisgah National Forest, between Sentell and Wolf Pen mountains, and delivers its last passengers after 4 p.m. Those students face a long, steep walk down a gravel road to reach home.

Against this backdrop are the organized attractions and annual festivities. They range from the Ghost Town adventure park, the Soco Garden Zoo and the Stompin' Ground clogging hall to the Haywood County Repertory Theater, Shelton House



crafts gallery, and six championship "mountain golf" courses.

The 6,000-foot elevation is also home to such annual festivals as The Golden Gathering for hundreds of elders, the 10-day Folkmoot festival of international folk dancing, and the imaginative Ramps Convention celebrating a virtually useless onion that takes the spotlight as a local delicacy

during the annual festival.

For more information about the area's events and attractions, contact Greater Haywood County Chamber of Commerce, P.O. Box 125, Waynesville, N.C. 28786; or Maggie Valley Chamber of Commerce, P.O. Box 1177, Maggie Valley, N.C. 28751. The toll-free phone for either office is (800) 334-9036.

## HAYWOOD EMC: A PARTNER IN PROGRESS

**O**n August 23, 1939, the rural Pigeon River valley section of Haywood County was first illuminated with electric lights.

"Life will be different from now on," crowed The Waynesville Mountaineer newspaper. "The drudgery of cleaning lamps and preparing them for the evening hour will be a thing of the past for more than two hundred homes . . . It marked the culmination of a splendid piece of community co-operation. It meant something more than light. It represented a community where the citizens could work together toward greater development for the good of all."

Within a year the member-owned Cruso Mutual Electric Company expanded service to neighboring communities: Beaverdam, Clyde, Fines Creek, Iron Duff, Jonathan Creek, Ivy Hill. By 1944, the cooperative had changed its name to the Haywood Electric Membership Corporation (EMC) and moved its office to downtown Waynesville.

After that glorious beginning, business for the Haywood EMC settled into a steady and predictable pattern, characterized by slow expansion into remote mountainous areas

that would not see telephone service for many years. It was not unusual in those days for a member to send the office a postcard with news of a local power outage.

R.C. Sheffield, the co-op's first full-time bookkeeper, became manager in 1945 and would serve in that job for 29 years.

In the 1970s, big changes began at Haywood EMC as more and more people wanted to stake a claim to its mountainous territory for vacation or retirement homes.

John W. Browning became manager in 1974 and presided over tremendous growth through the 1980s. Today, the co-op feels the after-effects of those growing pains.

In 1990, employees felt shut off from management, and they formed a union in association with the International Brotherhood of Electrical Workers. At the same time, member complaints about rates led to the election of five new directors, leaving only four experienced directors on Haywood's 9-member board.

Tensions mounted further in early 1991, when co-op members in the Toxaway district petitioned the N.C. Utilities Commission for permission to join another electric utility. Some



Setting poles in the Haywood EMC's territory in 1962 was as rugged a job as it is today.

disenchanted members have proposed selling their co-op.

Haywood EMC was rocked to its foundation.

Roy Stamey, an independent truck broker and businessman in Canton who has served on the board since 1982, took the bull by the horns. He assumed management tasks that needed attention and launched a reorganization, beginning at the top.

When Browning decided to take early retirement, Stamey scouted for a replacement and twice visited a promising candidate in South Carolina: E.L. Ayers, a veteran of three decades of service with electric co-ops in the Palmetto state and in Virginia. Ayers took over as manager last November.

Ayers and the current board, with Stamey as its president, admit that they have their work cut out for them if they are to regain the confidence of employees and members. But Ayers already sees significant progress.

## UNUSUAL CIRCUMSTANCES

Haywood EMC is by no means a typical electric utility, even among cooperatives.

"Before I came here," says Ayers, "I worked 32 years with rural electri-



co-ops. I thought I would never again in my lifetime see poles set by hand. But I can tell you that here at Haywood, we set new poles by hand. We have only two bucket trucks, and they don't see an awful lot of use."

Ayers and his operations manager, Mike Davis, both say the terrain of Haywood's 7-county service area sets his co-op apart from most of its counterparts.

Davis' line crews spend more than half their time extending lines for new service, and often that means moving one 45-foot pole after another up a steep mountainside.

The rest of the time, the crews romp up those mountainsides to clear obstacles from the paths of the poles and lines, or to repair damage done by storms and wild animals.

Another challenge is the weather, which brings more rainfall to this area than to most of the state. As a result, vegetation along EMC rights-of-way grows quickly.

Davis, a 20-year EMC veteran who spent 16 years as a lineman, said brush along power lines generally

grows about seven feet a year.

Another weather problem is lightning, which may occur more frequently here than anywhere in the state. With precious little earth spread over its rock, the mountainous Haywood and Transylvania County areas offer ineffective grounding zones for lightning.

Beyond the rugged terrain, Haywood EMC's operational challenges include a sizable seasonal population.

Nearly a third of Haywood's members do not live in the territory year-round. Many seasonal residents are retirees or second-home owners who come to the cool mountains in summer and fall from warmer climates or urban areas.

"The seasonal members do not always understand the difficulties involved in electric service here," Ayers says. "They may not always get the service they are used to in the more urban areas because of our weather and the challenges of just getting to their places."

Davis adds: "Some of the newcomers find their ideal mountain-top

home site, and they want power right away. But they don't want to pay the fees to get it there, then they aren't too happy about giving us a 40-foot right-of-

way through their trees, or about the maintenance crews coming up and cutting those trees away from the lines. But we definitely hear from them if a storm blows a limb on those wires and knocks out their power."

However, both Ayers and Davis are patient and understanding with new members.

"We have the opportunity and obligation to improve our service," Ayers says with conviction.

"I don't blame them," Davis says. "These days everyone has to look for the cheapest buy. You look for the cheapest phone service. You go to Wal-Mart to buy clothes. So you want your electricity as cheap as you can get it, too.

"But when you're talking about hiring a helicopter to drop a pole to a place 3,000 feet in the hills, then having six men raise that pole from the ground, it's expensive. With a truck, you can set six poles in a day. Manually, you can set one a day. It wouldn't be any cheaper if any other utility had to do it."

All this attention to personnel and equipment leaves Haywood in the unenviable position of carrying a high investment in its plant and operations. In addition, the cold winters and comfortable summers make Haywood a "winter peaking" utility without the steady hot-weather revenue that comes from supplying power to air conditioning systems.

It's no wonder that the co-op's rates are higher than those charged by neighboring investor-owned utilities, which serve the more densely populated valleys. They carry 20 to 25 consumers per mile of distribution line compared to Haywood's 7.5 consumers per mile.



challenging terrain for Haywood EMC's power lines.

*continued on page 10*



## TURNING THINGS AROUND

Nevertheless, Stamey and the newly-constituted board are determined to meet the members' demands for reliable service at the lowest possible cost.

Since 1991, Haywood EMC has trimmed its \$14 million annual budget by more than \$1 million. And the trimming continues.

"I feel we can stabilize our rates while others are raising theirs," Ayers predicts. "Then, in time, we will be more competitive in our rate structure."

The co-op plans to expand the incentives offered as part of the load management program in hopes of enticing more members to participate. The program electronically turns off members' appliances during periods of peak demand for power, thus reducing the co-op's need for high-priced peaking energy.

The latest in protective devices are being installed on distribution lines to reduce outages in general and more effectively isolate outages, limiting them to the specific problem area.

The co-op has employed its own staff to handle many tasks previously assigned to contractors. As a result, right-of-way maintenance costs this year are down by 40 percent compared to 1991 expenses, Ayers said.

He added that a disaffected workforce was the biggest problem he faced when he came aboard last fall.

"Management and the employees were really at odds. They were seeing who could kick each other the hardest. . . . Employees basically thought there were too many chiefs and not enough warriors. There is no way you can be successful without the support of employees."

The combination of dissatisfied

employees and a sizable group of disgruntled members combined to bring a dramatic change in the board: a total of five new members have been elected during regular annual meetings over the past two years.

With Stamey as president, the board and Ayers set about responding to employees' concerns. They reinstated insurance benefits that had been withdrawn, and they raised wages. Ayers is also taking steps to provide wider opportunity for advancement within the EMC.

Some high-level managerial positions were eliminated, including two district manager posts and the member services director slot. The co-op now has a total of 67 employees, half of them in line operations and maintenance, serving 16,000 consumer service sites and 2,072 miles of line.

About half the service area is in rural Haywood County, while another 25 percent is in the mountainous Transylvania County. Service also extends into Buncombe, Macon, Jackson, Rabun (Ga.) and Oconee (S.C.) Counties.

Even with this sprawling territory, the EMC operates only one district office. It's in Lake Toxaway, an hour and 20 minutes by car from the Waynesville headquarters. Its staff includes office services personnel, construction crews, right-of-way and service personnel.

Stamey, Ayers and Davis agree that straightforward, reliable service — service without ifs, ands or buts — will help the co-op regain the trust and confidence of its member-owners.

With this in mind, they are beating the drum for various services, including the load management incentive, rate options, better technology to control outages, a newsletter for all

members that is now part of *Carolina Country* each month, information on time-of-use consumption and the value of surge protectors, and postcard billing service.

Both Stamey and Ayers encourage imaginative planning in service and revenue enhancement. For example, the EMC is considering the economic of providing satellite TV programming subscriptions and new "direct broadcast satellite" services.

Also under study is a low-technology method of reading meters directly from the co-op's headquarters, eliminating the expense of sending readers in trucks to remote locations. The system could also communicate with public safety services.

Ayers said it's critical for the EMC's board, staff and membership to regain the "cooperative spirit" in order for the co-op to set even grander goals in community improvement and economic development.

"We realize we have to be more than just a power supplier."

Stamey acknowledges that most consumer-members don't realize all the complexities involved in operating a non-profit cooperative utility.

"I didn't know all that much about it when I first came along," he said. But he set about learning all he could.

The new board members, elected during a period of unrest and uncertainty, also have had to learn the tenets of cooperative businesses.

"These new directors have blended right in," says Stamey. "In fact, I'd say we have a better board than we had before. We all understand the situation, we are strong and unified.

"We have turned this thing around. I think we are headed in the right direction now."



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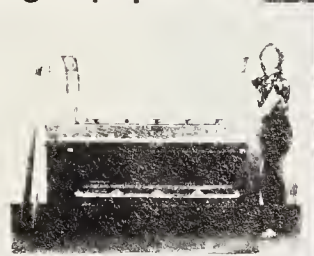
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## CARTERET- CRAVEN EMC WINS NATIONAL SERVICE AWARD .....

**C**arteret-Craven Electric Membership Corporation, Morehead City, chosen from 915 cooperatives nationwide, has been recognized as a winner of the National Rural Electric Cooperative Association's (NRECA) Four-Star Gold Seal Customer Service Award. This is the highest honor bestowed by the Gold Seal Service Assessment Program, and

the EMC is one of only two co-ops ever to win the award.

The Gold Seal Service Assessment Program, made available to all electric systems, consists of a self-assessment that allows systems to take an internal look at their customer service and also conduct an extensive survey of members.

The self-assessment consists of about 100 questions designed to be used as a road map for providing quality service.

The survey consists of four different customer surveys that examine service in areas of power outages, problem solving, new customers and general information. These surveys evaluate service by measuring both the expectations of customers and the performance of employees.

Only electric systems that exceed



National service award given to Carteret-Craven EMC, Morehead City.

consumers' expectations are considered for the Gold Seal award.

NRECA officials said studies by the association's research division show that 20 percent of electric utility customers across the country are completely satisfied with service. However, in the case of Carteret-Craven, more than 60 percent reported complete satisfaction.

Wayne D. Keller, executive vice president of the North Carolina Electric Membership Corporation, congratulated Carteret-Craven, commending General Manager H. Eugene Clayborne.

He said, "You and your staff have every reason to be proud of winning such a prestigious award. Providing good service to consumer-members should certainly be the Number 1 goal of all EMCs."



# "FATHER" OF STATE'S RURAL CO-OP PROGRAM DIES AT 91

Gwyn B. Price, who spent nearly four decades helping to organize electric and telephone cooperatives across North Carolina, died May 27 at Ashe Memorial hospital in Jefferson. He was 91.

Price, an Ashe County native, championed the co-op movement among rural Tar Heels as a founding member and first president of Blue Ridge Electric Membership Corporation, Lenoir, and as president of the N.C. Rural Electrification Authority (NCREA) from 1941 to 1972.

"He is known as the father of REA throughout the state of North Carolina," said Inez McLean, administrative secretary of the agency, which is now part of the Department of Economic and Community Development. J.C. Brown, who spent several years with the co-ops' statewide organization and is now with the National

Rural Electric Cooperative Association, recalled Price as a "hypnotic speaker with a gentle style," who salted his talks with personal stories of how rural people overcame adversity in the creation of their cooperatives.

Brown, a Waynesville native, said Price was in great demand as a speaker and "probably attended more co-op annual meetings than any other person in the United States."

North Carolina Agriculture Commissioner Jim Graham, who worked closely with Price while serving as superintendent of the Upper Mountain Research Station in Laurel Springs, said, "I learned a lot from Gwyn when I worked in Ashe County and I will always be grateful that I knew him. He was my friend and co-worker.

"Through his work with the co-ops, he brought light to the countryside and hope for rural North Carolina. And he put power into agriculture. If I were to sum up his life in a single word, it would be 'accomplishment.'"

After stepping down as chairman of NCREA in 1972, Price served another two years on the agency's board.

The authority now oversees services of the state's 28 electric co-ops and nine telephone co-ops, reviewing their plans for expansion before they seek financing from the Rural Electrification Administration in Washington.

He attended Trinity College, which later became Duke University, and Emory and Henry College in Virginia. He was a dairy farmer and taught school in Ashe County for many years. He served for 14 years as principal of Jefferson High School.

He also worked for the Agriculture Adjustment Administration and, later, the Farm Security Administration.

In addition to assisting with the organization of Blue Ridge EMC, he was president of the Blue Ridge Cold Storage Co-Operative and a member of the Rotary Club.

Gov. J. Melville Broughton appointed him chairman of NCREA in May 1941. He remained in the post under a total of eight governors.

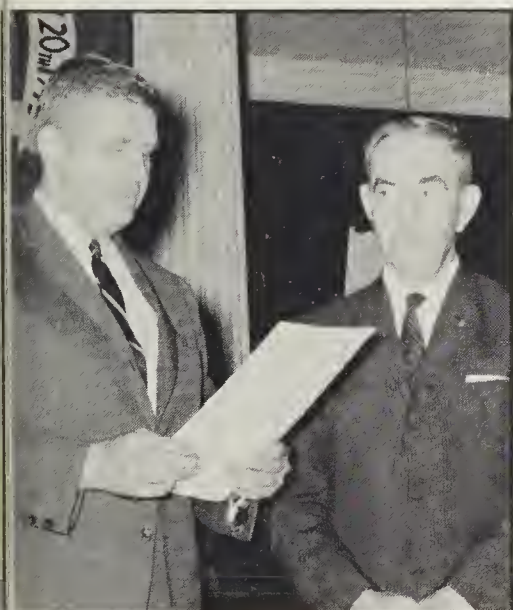
When he took over the agency, only a fourth of the farms in North Carolina had electricity. Within 10 years, nearly all of the state's farms had access to electric service. Later, he helped to organize the telephone co-ops to provide telephone service in rural areas. After 11 years the telephone co-ops were serving more than 40,000 members.

Price was also actively involved in efforts to organize the national association of electric co-ops, which was established in 1942.

In 1985, the electric co-ops' statewide organization saluted him on the occasion of the 50th anniversary of REA. He was presented with a special Pioneer Award. That same year, the statewide's women's committee named a scholarship in his honor. The \$1,000 scholarship is awarded each year to an outstanding participant in the Rural Electric Youth Tour to Washington.

Also as part of the REA anniversary, Price was one of three co-op pioneers who participated in an oral history program at the Smithsonian Institution's National Museum of American History in Washington.

Earlier this year, the statewide organization authorized a \$24,000 contribution in his honor to help finance construction of the Ashe County Civic



Gov. Terry Sanford, left, presides at a 1961 swearing-in ceremony authorizing Gwyn B. Price to serve another term as chairman of the North Carolina Rural Electrification Authority. Sanford, now a United States Senator, was the sixth governor to appoint Price to the post. Price later headed the agency under Gov. Dan K. Moore and Gov. Robert W. Scott, stepping down in 1972. Price also served on its board for two years during the administration of Gov. James E. Shoups Jr.



Center in West Jefferson. The funds will be advanced in installments over the next three years.

Survivors include his wife of 66 years, Pauline S. Price; a son, Joe Gwyn Price of Warrensville; a daughter, Virginia Ruth Roberts of Warrensville; two half brothers, Tom Price of New Hampshire and Joe Price of West Jefferson; three grandsons and several great-grandchildren.

Memorials in honor of Gwyn Price may be made to Clifton United Methodist Church, c/o John Eastridge, Route 2, Warrensville, N.C. 28693.

## TWO AGENCIES CITED FOR POLLUTION PREVENTION

The U.S. Environmental Protection Agency recently gave Pollution Prevention awards to two North Carolina agencies.

Recognized for their environmental accomplishments were the North Carolina Alternative Energy Corporation (AEC) and the North Carolina Department of Economic and Community Development.

Only 17 of the Pollution Prevention awards were given nationwide.

The energy agency was recognized for its efforts to help Tar Heel farmers increase the efficiency of lighting in chicken and turkey houses. The engineers convinced farmers to replace some 173,000 conventional incandescent lights with condensed fluorescent light bulbs. The project was launched in 1986.

The specially designed bulbs last 10 times longer than conventional units and are saving the farmers 12 million kilowatt hours, or \$850,000 a year. To generate that amount of electricity, a power plant would emit

16.3 million pounds of nitrous oxide and 134,000 pounds of sulfur dioxide which contribute to the formation of smog and acid rain.

The bulb looks like a coil of the familiar fluorescent tube and is slightly bigger than an incandescent light. The condensed fluorescent bulbs have the potential to be used in conventional lamps as well.

AEC is an independent, non-profit organization established in 1980 by the North Carolina Utilities Commission, in cooperation with the state's major utilities, to help keep down the cost of electricity by promoting energy efficiency. The North Carolina Department of Economic and Community Development was honored for its programs to assist businesses in reducing pollution.

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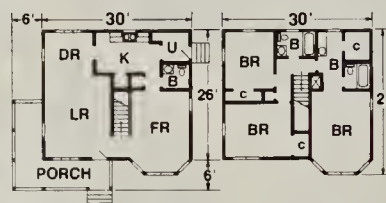


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## FUNDS AVAILABLE FOR IMPROVING FOREST LAND

**N**orth Carolina forest land owners are eligible for up to \$10,000 per year in federal assistance to manage and improve their forest resources.

More than \$800,000 in cost-sharing money is available under the Stewardship Incentive Program (SIP), a fund established under the 1990 U.S. Farm Bill. The program is intended to help land owners and private organizations enhance water quality, wildlife habitat, soil productivity or recreational opportunities within the forests, according to Mark Megalos, North Carolina State University extension forestry specialist.

Eligible landowners are those with 10 to 1,000 acres of forest. Owners of 1,000 to 5,000 acres must obtain a waiver to participate. And owners of more than 5,000 acres are not eligible.

To qualify for assistance, landowners must compose a resource management plan in cooperation with a participating county agency. The plan must have state approval from the Division of Forest Resources, said Bill Williams, the state's forest stewardship coordinator.

Williams said owners decide which resource to improve, and the county specialist helps develop a long-range plan.

"If the biologist recommends nesting boxes for squirrels, or the forester says certain trees should be planted, the cost-sharing funds will help do those things," Williams said.

Landowners may work with the appropriate agency in their respective county: the Cooperative Extension Service, Soil Conservation Service, Agricultural Stabilization and Con-

servation Service, the state Wildlife Resources Commission or the state Division of Forest Resources.

Williams said the state has about 300,000 private forest land owners.

NCSU's Megalos said about 18 million acres of the state's forests are privately owned.

"Owners can benefit directly by participating in SIP, and at the same time improve the environment and the local economy for all of us," Megalos added.

SIP participants agree to maintain their practices for a specified time period, generally 10 years. They may receive a maximum of \$10,000 per fiscal year. County agents follow up on the plans to review compliance and continued landowner eligibility.

Additional information on the program is available from local Extension agents, ASCS offices, county forest rangers, soil conservationists and wildlife biologists.

### TAR HEEL SHOPPERS RECOGNIZE "GOODNESS GROWS" LOGO

**T**he majority of North Carolina shoppers recognize the "Goodness Grows in North Carolina" logo and can identify products associated with it, according to survey results recently compiled by the North Carolina Department of Agriculture.

Half the shoppers polled in grocery stores said they were familiar with the logo, 49 percent were unfamiliar, and 1 percent were unsure. Shoppers remembered seeing the trademark from print advertisements, product labels and signs in grocery stores.

"Perhaps the most interesting part of the survey was the preference by shoppers for items carrying the 'Goodness Grows in North Carolina' logo," said Agriculture Commissioner Jim Graham. "Given a choice of equal products, consumers chose the product with the Goodness Grows logo 72 percent of the time."

Goodness Grows identifies top quality products that are North Carolina grown, processed or packaged.

The study was conducted by Suzanne Crabtree, a student-intern with the NCDA Division of Marketing from North Carolina State University.

"Overwhelmingly, those surveyed seemed greatly concerned with their local economy. They believed they should support the quality products grown or processed in the state," said Crabtree. "Seventy-seven percent of the respondents wanted to support the local economy. Eleven percent indicated superior quality as a reason for preference."

Ninety-two percent of the shoppers polled identified at least one North Carolina product, with the majority of those identifying produce items and pork products. Eighty-one percent of shoppers in the survey were female.





## CO-OPS RECEIVE LESS FEDERAL AID THAN OTHER UTILITIES

Consumer-owned electric cooperatives receive less federal financial assistance than their municipally-owned and investor-owned counterparts, according to Pennsylvania economist Lawrence R. Klein.

The Nobel Prize-winning economist at the University of Pennsylvania said studies and federal reports substantiate that federal tax breaks amount to sizable subsidies for municipal systems and investor-owned utilities (IOUs). Klein reviewed the federal reports along with research conducted by the National Rural Electric Cooperative Association's economics division.

The rates which IOUs charge their customers include federal taxes the utility companies expect to pay. But since 1987, changes in tax laws — including investment tax credits and accelerated depreciation — allow IOUs to retain much of the money they collect for taxes.

Energy Department figures show that IOUs have retained about \$61 billion. Some studies refer to this as an "interest-free loan," with a 1990 value of more than \$5 billion in interest not paid to the government.

Federal assistance to municipal utilities comes in the form of their ability to issue tax-exempt bonds, which totaled \$3.5 billion in 1990. Interest earned by the bondholders is not federally taxable, thus keeping about \$857 million from the U.S. Treasury in 1990, according to the DOE.

Cooperatives, meanwhile, received \$542 million worth of federal subsidies through the below-market rate

loans issued by the Rural Electrification Administration. The REA subsidizes 4.5 percent of the interest for the \$12 billion in loans given to co-ops. The subsidy is calculated by subtracting REA's offered rate from the federal borrowing rate.

### OTHER COMPARISONS

In nearly all other calculable instances, as well, the economics of consumer-owned electric cooperatives differ substantially from municipal and IOU counterparts.

Yet, consumers nationwide pay remarkably similar rates, according to the DOE.

In March 1992, DOE reported that nationwide there are 2,011 taxpayer-owned municipal electric systems, compared to 267 IOUs and 953 rural electric cooperatives.

In 1990, municipals offered consumers the lowest rates of the three types of utilities. Municipals earned

an average of 5.89 cents per kilowatt-hour sold in 1990, while the IOUs at 6.77 cents per kwh had slightly lower rates than the cooperatives' average rate of 6.80 cents per kwh.

IOUs serve most customers by far, with 80 percent of the market, compared with the municipals' nine percent and cooperatives' 11 percent.

The municipal systems' consumer base is densest of the three, with 40 consumer units per mile of line, compared to the IOUs' 32 per mile and the cooperatives' five consumers per mile. As a consequence, the mostly rural cooperatives see \$6,252 in revenue per mile of line, while IOUs realize \$50,214 per mile and municipals see \$61,772 per mile.

The DOE and its Energy Information Administration used 1990 data from selected utilities in a report this year which included the comparisons below:

### Economic Comparison of Electric Utilities

(Based on Department of Energy Data)

	IOU	Municipals	Co-ops
Number of utilities	267	2,011	953
Customers, % of total	80%	9%	11%
Revenues, % of total	79%	13%	8%
Kwh sales, % of total	76%	14%	7%
Assets (\$ billion)	477	82	59
Equity (\$ billion)	234	20	10
Equity, % of assets	49%	24%	18%
Residential sales, % of total	32%	32%	60%
Revenue per kwh (cents)	6.77	5.89	6.80
Consumers per mile	32	40	5
Revenue per mile	50,214	61,772	6,252
Federal assistance (\$ million)	5,162	857	542
Federal assistance (\$ per consumer)	62	93	46



**E**ffective with this issue, all editions of *Carolina Country* are now being printed entirely on recycled paper.

The new stock will be used for the monthly publication's entire press run, which averages about 340,000 copies, as part of an effort to address environmental concerns in producing the magazine.

"We are excited about making this change," said Wayne D. Keller, executive vice president of the statewide organization of electric co-ops, which publishes the magazine.

"This is an important step for us, demonstrating our interest in improving the environment in any way we can. I believe the readers will see no change at all in the quality of the printed product."

The new paper, which is produced by Weyerhaeuser, has the same weight and grade as the stock that was used previously, but it contains a combination of post-consumer waste and pre-consumer waste.

Post-consumer waste is paper that has passed through its end use, such as in offices, stores and homes. Pre-consumer waste is paper generated after completion of the papermaking process, but which has never reached the consumer.

Keller said the recycled paper like most of that currently available in coated magazine grades includes 10 percent post-consumer waste.

"We're doing our part to help cut down on the tremendous flow of solid waste that goes into the landfills. This has been a priority but until recently, the recycled papers available were just too expensive."

As the demand for these papers has risen over the past three years, the prices have dropped.

The new *Carolina Country* stock will bring no increase in production costs, Keller said.

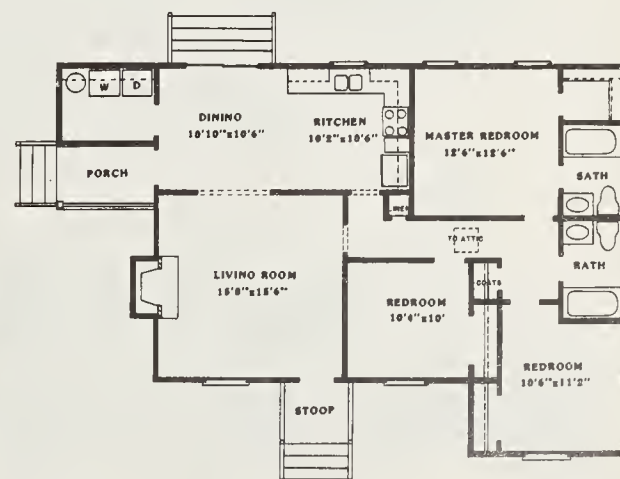
He added that the magazine's printer is also testing various kinds of soybean-oil inks in producing the magazine.

"If the tests continue to go well, we will soon switch to 100 percent soybean ink."

By using this kind of ink, the magazines will be more readily biodegradable once they become waste, Keller said, adding:

"Aside from the environmental questions, we'll also be expanding our use of a key North Carolina agricultural product. It's a win-win proposition."

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## FETTUCCINE WITH FRESH TOMATOES AND BASIL

Submitted by Blanche G. Poole,  
Sparta

6 ounces fettuccine  
1 tablespoon olive oil  
4 tomatoes, diced  
2 cloves garlic, minced  
2 teaspoons fresh basil, chopped  
or ½ teaspoon dried basil  
pinch of granulated sugar  
¼ cup fresh parsley, chopped  
salt and freshly ground pepper  
to taste  
2 tablespoons Parmesan cheese,  
grated

In a large pan of boiling salted water, cook fettuccine; drain. In a heavy skillet, heat oil over medium heat. Add tomatoes, garlic, basil and sugar. Cook for five minutes, stirring occasionally. Add parsley, salt and pepper. Add fettuccine to tomato mixture with cheese. Toss to mix. (Makes two main-course or four appetizer or side-dish servings.)

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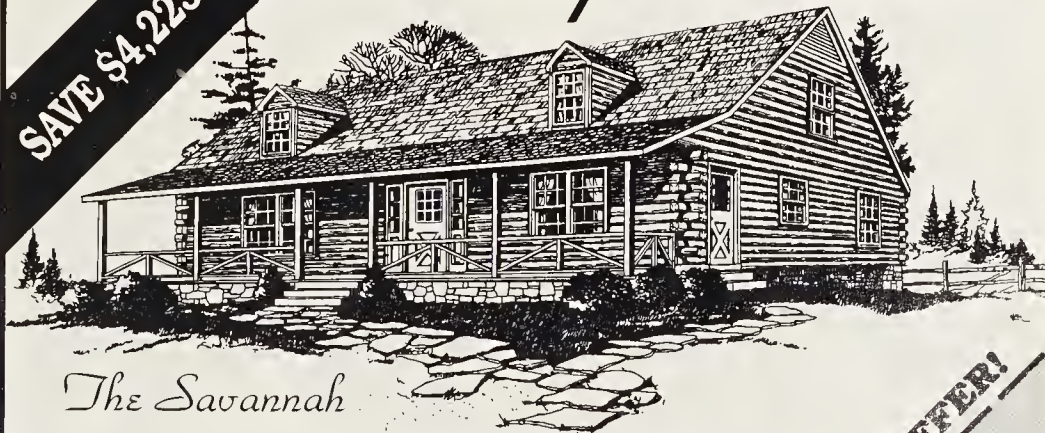
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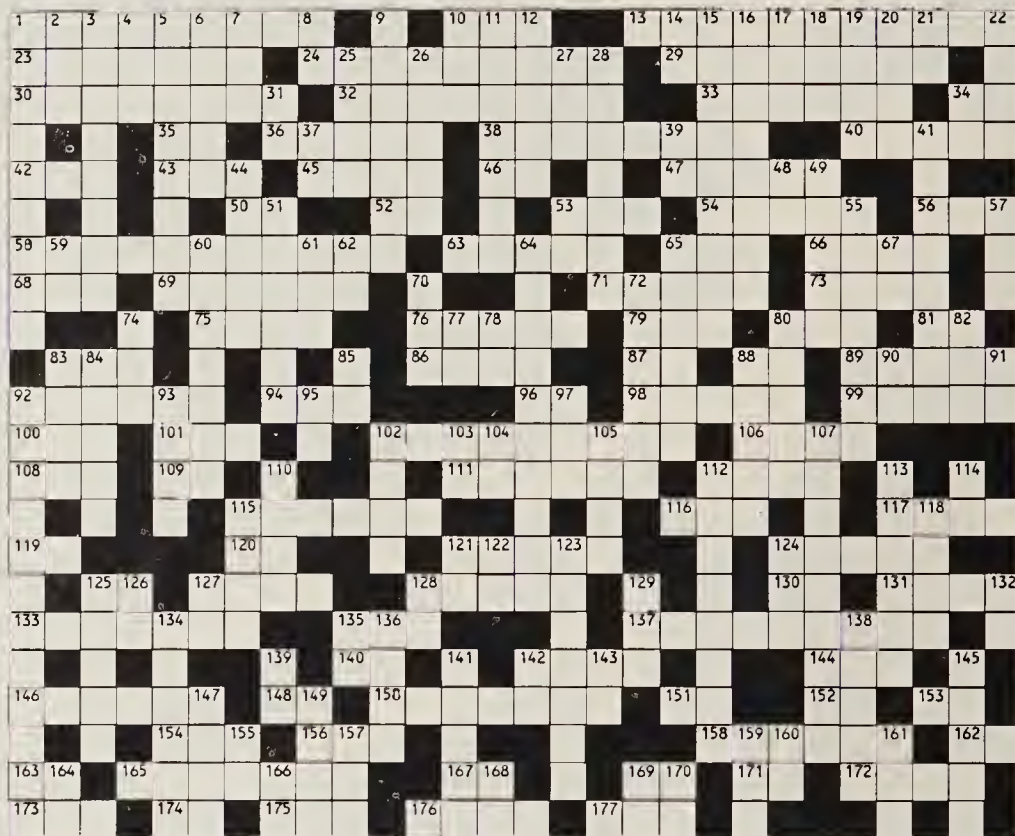


## CROSSWIRES

By Judith M. Smith

## ACROSS

1. Vigorous
10. More than nine
13. Persons who repair and install electrical lines
23. Under the tree at Christmas
24. Computer \_\_\_\_\_
29. To move away from a specified course
30. To utter with a particular tone of voice
32. What do you do to perfect a skill
33. A material added during chemical processes to absorb impurities
34. Stands for District Attorney
35. Abbr.: good
36. Thread is sold as this
38. City father
40. A noise of contempt
42. Not the beginning
43. Abbr.: Super Sonic Transport
45. The wife of a Shiva
46. Form of be
47. To restrict or limit
50. Thing
52. Alternating Current
53. Not woman
54. Prefix meaning between
56. Elect
58. Extra \_\_\_\_\_
63. Utilizing
65. Short for average
66. Wedding \_\_\_\_\_
68. Tree
69. Put this on a hot dog or hamburger
71. Overhang at the edge of a roof
73. A shoe has this
75. To relax
76. You bake with these
79. \_\_\_\_\_ judicata
80. Wager
81. North Dakota
83. Stands for Palestine Liberation Organization
86. Trademark or brand name
87. Abbr.: centinewton
88. Sun god
89. Fool
92. Saudi \_\_\_\_\_
94. Important member of the Ottoman Empire
96. Stands for steamship
98. Invisible emanations
99. More pleasant
100. Cars run on this
101. Abbr.: clear
102. Rings when you have a caller
106. Crooner Crosby
108. Type of bread
109. Abbr.: old style
111. Stick to
112. Typestyle
115. Impudent
116. The \_\_\_\_\_ Squad



117. Very dry, as in wine
119. Symbol for chromium
120. Rhode Island
121. Straw \_\_\_\_\_
124. Actress Meredith \_\_\_\_\_
125. Stands for South America
127. Morally crude
128. Shopping \_\_\_\_\_
130. Roman numeral for 2
131. A donkey might pull this
133. Having boundaries
135. Type of fish
137. Causing mental or emotional hardship
140. Stands for pajama
142. Coin
144. Not bro
146. Riot
148. "\_\_\_\_ You Like It"
150. Capital is Phoenix
151. Symbol for ruthenium
152. Abbr.: Uruguay
153. Toward
154. \_\_\_\_\_ Aviv
156. Through, by means of
158. Untie knot a bit
162. Preposition meaning in the location of
163. First two letters of the alphabet
165. To read with care
167. Latin: and
169. Maine
171. North Carolina
172. Soothsayer
173. Popular drug of the 1960's
174. Abbr.: German currency
175. Christian television show club

176. Questions
  177. Actor Conway
- DOWN**
1. A focal point
  2. Short for Nancy
  3. Outermost of germ layers of an embryo
  4. Movie production company
  5. Racketeer
  6. A mild oath expressing surprise
  7. \_\_\_\_\_ Offensive
  8. Connecticut
  9. Opposite of departure
  10. Nervous \_\_\_\_\_
  11. Requires as a necessary accompaniment
  12. Fingers and toes have these
  14. Short for identification
  15. Opposite of positives
  16. Opposite of mornings
  17. Sanity
  18. Type of grain
  19. Abbr.: routes
  20. A loutish person
  21. Symbol for einsteinium
  22. Immediately
  25. Sword
  26. Abnormal behavior
  27. Abbr.: Liquid Crystal Display
  28. A quantity that has oozed
  31. Symbol for einsteinium
  34. Short for doctor
  37. Abbr. for kiln-dried
  39. Mississippi
  41. Of mountain formation

44. A book goes by this
48. Abbr.: New Testament
49. Effectively concise
51. Deviation of
53. Minnesota
55. Violent demonstration
57. Trinitrotoluene
59. Short for elevated train
60. Novels or dramas in installments
61. Suffix meaning one that performs a specific action
62. Abbr.: ampere-hour
64. Electrically conducting set of layers of the Earth's atmosphere
65. In New York City: 5th \_\_\_\_\_
67. Abbr.: National League
70. The sun
72. Esoteric
74. Task, chore
77. Abbr.: verbal order
78. Abbr.: Egypt
80. Essential
82. Female deer
83. Appeasement to God
84. Acronym: Light Amplification by Stimulated Emission of Radiation
85. Pennsylvania
88. Afflicted with rabies
90. Roman numeral for 501
91. Abbr.: transitive
92. Pertaining to farming

93. A representation image
95. Abbr.: Greece
97. Not he
102. To be full of
103. Louisiana
104. Short for Edward
105. Unrestrained indulgence
107. Spring flower
110. American novelist Leon \_\_\_\_\_
112. Effective
113. Old fashioned calculator
114. Symbol for gold
115. Stud
118. True
121. Abbr. for bishop
122. Abbr.: Elizabeth Regina
123. Rulers during absence of a sovereign
124. Prefix meaning n
125. Simpering smile
126. Three-toed sloth
127. Symbol for beryllium
128. Abbr.: Senior
129. Letters between and U
132. Short for televisio
134. Tried out
135. Abbr.: General Practitioner
136. Open
138. Forest \_\_\_\_\_
139. Massachusetts
141. Rituals
142. Abbr. for compa
143. Stands for North America
145. Flies high
147. School year has t
149. Argument
155. Symbol for luteti
157. Part of a building
159. Not two
160. Abbr. for Ocean
161. Born
164. Abbr.: bachelor c science
166. Abbr.: Spain
168. Abbr. for truck
169. Michigan
170. Abbr.: electroma netic



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# Custom Costume Jewelry

With a few supplies and a little imagination, you can easily fill your jewelry box without emptying your bank account.

It's easy—just make your own jewelry using safety pins and beads by using this 22-page guidebook. The book is filled with step-by-step directions, material lists, and full-color photos to guide you in making over a dozen different pieces.

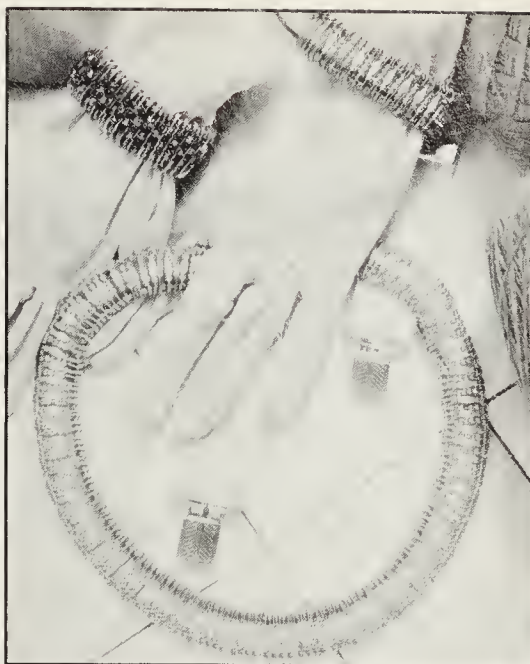
The basic supplies you'll need to create necklaces, earrings or bracelets include safety pins, plastic or metal beads, elastic cord, white craft glue and clasps or earring wires. Simply follow the instructions for assembling the pins and beads, string onto the elastic cord, add glue to the knots for extra strength and your jewelry is ready to wear.

A second guidebook details how to make beautiful jewelry using plastic.



You can make pins, bolos, bracelets, earrings and necklaces like the ones featured here. These designs were created to help beginners get started with very easy abstracts, moldings, and fantasy flowers. As you learn, you can progress to the more intricate rosebuds and leaves or lady pins.

To begin, place the plastic strips in a fry pan filled with 1½ inches of water. Heat and shape the plastic as desired. Set them on a glass pie plate to cool. Add metallic paint to highlight, attach a backing and you're done! The plastic strips can be purchased in a variety of colors at craft stores and all other supplies can be found around your home. Detailed directions cover shaping techniques, gluing, cutting, heating the plastic and



clean-up procedures.

To order "Earrings n' Things" No. U105, send \$7.00. To order "Jewelry Sensations" No. P8324 send \$4.75. Also available is "Patterns for Better Living," catalogue featuring 700 woodworking and handicraft projects for \$3.95, and a "Craft Grab Bag," featuring a variety of handicraft projects for \$3.95. All prices include postage and handling.

Send your check to Lois Goodson, Carolina Country, P.O. Box 2383, Van Nuys, CA 91409-2383.

## Solution to CROSSWIRES on page 20.

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# Co-ops gained strength and unity through the national association

BY J.C. BROWN

RURAL ELECTRIC NEWS SERVICE

Six months after its incorporation, NRECA quoted its president, Steve C. Tate, in the first issue of its newsletter. He asked this question: "What can the national [association] do for the American farmers and REA co-ops?"

The Georgia planter, who was also president of the board at a local co-op, answered his own question:

- It can take the lead in helping to integrate and coordinate the program for winning the war. Electric power increases farm production.

- It can present a strong front that can command the ear of Congress and the President to prevent our enemies from destroying REA (we know that definite moves have been made in that direction).

- It can save the co-ops vast sums of money through a coordinated insurance program.

- It advocates the electrification of every farm in America in the immediate post-war period.

- It advocates the development of cheap power sources to the end that every home may enjoy one-cent electricity (a few co-ops have already done it).

- It can and will be constantly on guard as a watch dog against the enemy and promote the welfare of all REA co-ops.

---

*The National Rural Electric Cooperative Association turns 50 this year. The Washington-based organization represents about 1,000 consumer-owned rural electric cooperatives. J.C. Brown, who writes about NRECA's history in this recurring series, is former editor of this magazine and a former manager of the North Carolina statewide organization of electric co-ops. The Waynesville native is manager of association publications for NRECA.*

---

NRECA has delivered on Tate's promise, with the exception of achieving a universal retail electric rate of one cent. (That issue will be explored in a later column.)

You can't measure the value of the association in the legislative success of the Action Committee for Rural Electrification, which has about 15,000 members who jointly contribute thousands of dollars to political candidates who are favored by rural electric systems.

This is an area of activity the association was forced to enter in self-defense.

It was 1961 or 1962 when Kermit Overby, who was then director of government relations at NRECA, decided the organization had to open

some doors that appeared closed to us. One reason was that the association had no money to buy tickets to political fund-raisers.

Overby took up a collection and came up with about \$400. He made a luncheon appointment with an influential Republican, who is even more influential now, for the purpose of making a campaign contribution in person. Overby came back chagrined.

"He wouldn't accept it," Overby said. I had never heard of such a thing. Were we pariahs?

"That's not the problem," Overby related. "The contribution is too small."

One of NRECA's success stories is the publication that is now known as the "Rural Electric News Letter."

It was started at the behest of Walter Harrison of Georgia, one of the greatest of NRECA presidents. The newsletter was published originally to back up the Minuteman program, a campaign to bring knowledgeable grassroots community leaders into our camp to fend off President Eisenhower's attempts to thwart the power supply co-ops' loan program and rob the REA administrator of his powers.

The newsletter's value as a continuing instrument of information on politics, legislation and regulation is immeasurable.

Other successful ventures include the "Tell the National the Truth" advertising program was started on the 25th anniversary of NRECA: the Rural Electric Youth Tour, which has introduced thousands of young people to Washington and the national rural electric program; the National Rural Electric Women's Association, which involves the spouses of co-op directors and employees as well as co-op consumers.



Harry Edmunds, Minnesota's representative on the NRECA board, pushed for creation of an insurance program for the association and its members. He felt insurance and pension benefits would help the association get and keep good employees. Also, at that time, the co-ops could get liability and peril coverage only at costs greatly exceeding those charged to the investor-owned power companies.

This program has grown to claim assets of nearly \$2 million.

NRECA has a tradition of communicating with its members and with the public, by lending staff and support to the statewide consumer publications and through an in-house communications department that uses radio, TV and the print media.

One of the association's strengths for many years was Charles A. Robinson Jr., an engineer who also studied law. Until his retirement as deputy general manager in 1984, Robinson had great influence on the association and its reputation with Congress. Many considered him the best witness on public works ever to appear before congressional committees.

Another operation that has strengthened NRECA's influence with its membership, and in turn, its legislative success, is its management services department.

Bob Kabat, a former co-op manager, joined the staff in 1953, originally as a lobbyist. The REA was curtailing its assistance to the co-ops in the area of management, and Kabat began writing articles on management for NRECA's "Rural Electrification Magazine."

In 1954, Kabat was named to head the new management services

operation, which offered training to managers and directors. Its menu was later expanded to include conferences and an international programs division that would "export the REA experience" to Third World countries.

Since 1953, an average of 7,000 rural electric cooperative directors, managers and employees have received training each year from the

management services department.

Kabat contrasts NRECA's experience with that of some other national organizations: Many of them are organizations of executives who make it a point to block access to the grassroots. However, NRECA has a direct relationship with the co-op directors it serves.

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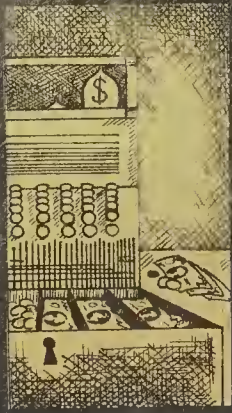
The loss of tropical forests is a serious part of the growing environmental crisis indicated by the greenhouse effect and global warming. And time is running out. To find out how you can take action now, write Global ReLeaf, American Forestry Association, P.O. Box 2000, Dept. GR4, Washington, DC 20013.



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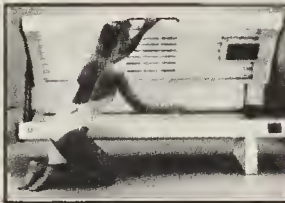
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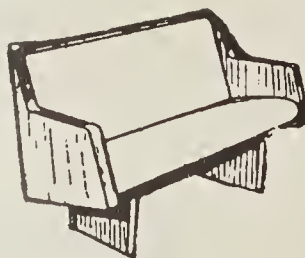
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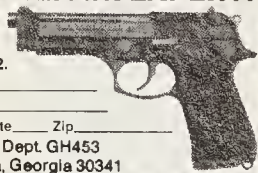
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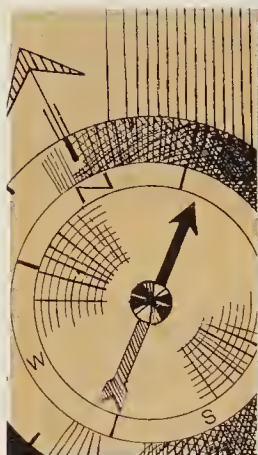
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## **GOLDEN AGERS INVITED TO MAGGIE VALLEY GATHERING**

**T**he Golden Gathering, a 13-day festival organized especially for travelers aged 50 and over, is scheduled for Sept. 8-20 in Haywood County.

Recognized as the largest senior festival in America, the event attracts individuals and groups from throughout the country. It is organized and staffed by more than 100 local volunteers.

Events, which are planned for each day of the festival, range from performances, mixers, banquets and bingo to picnics, fashion shows, hikes, sports and tours of regional attractions.

Activities are scheduled in Maggie Valley, Waynesville, Hazelwood and other locations throughout the county.

The Southeast Tourism Society chose The Golden Gathering as one of the top 20 September events in the Southeast, and the American Bus Association selected it as one of the top 100 events in North America in 1991.

For an official program, contain-

ing details about tickets and reservations, write or call The Golden Gathering at P.O. Box 126, Maggie Valley, N.C. 28751. Phone: (704) 926-2945.

## **TRYON PALACE OFFERS DRAMA TOURS IN NEW BERN**

**T**he Tryon Palace Drama Tours are currently being presented six days a week at historic Tryon Palace in New Bern.

The special tours feature Governor Tryon, his wife Margaret, and other members of their household talking about life in the colonial capitol of North Carolina.

They are scheduled Tuesday through Saturday from 9 a.m. to 4 p.m. through August 8. Costumed interpreters conduct tours each Monday.

For more information and group rates, write or call the Tryon Palace Visitor Center at Box 1007, New Bern, N.C. 28560. Phone: (919) 638-1560.

## **ARBORETUM ISSUES PLANT DIRECTORY**

**T**he staff of the North Carolina State University Arboretum has compiled a direc-

tory of plants available from mail-order nurseries in the state.

The directory, titled "North Carolina Grown," contains an alphabetical listing of 7,600 plants, with corresponding nurseries offering the plants by mail. Addresses and telephone numbers are provided.

To order a copy, send \$6 to the NCSU Arboretum,

Box 7609, Raleigh, N.C. 27695-7609.

Checks should be made payable to the N.C. Agricultural Foundation.

The arboretum is a teaching, research and outreach facility of NCSU, promoting new and useful plants for the Southeastern landscape. It is also a public garden and is open daily from 8 a.m. to dusk.

## **SUMMER ARTS FESTIVAL IN BOONE**

**T**he multi-arts festival, "An Appalachian Summer," is scheduled for July 11 through Aug. 1, when Appalachian State University in Boone hosts an impressive offering of visual and performing arts.

Featured performers during the ninth annual edition of the festival include Stars of the New York Ballet, the Broyhill Chamber Ensemble (with an appearance by actress Claire Bloom), the Louisville and North Carolina Symphony Orchestras, the Loonis McGlohon Trio, Banu Gibson and the New Orleans HotJazz, the Dallas Brass, and an outdoor fireworks concert

with Chet Atkins and Doc Watkins.

The Charlotte Repertory Theater will perform "The Diary of Anne Frank."

Works by artists Lei and Lei Zheng will be displayed in the indoor gallery, and an outdoor sculpture will be unveiled.

The program includes Smithsonian Institution lectures and seminars, roundtable discussions and special events for children.

For more information, contact "An Appalachian Summer," Farthing Auditorium, ASU, Boone, N.C. 28608. Phone (toll-free): (800) 841-ARTS or (704) 262-4046.

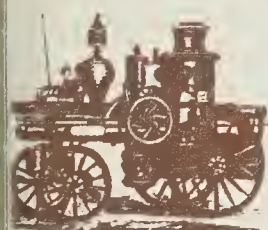


# **BLOWING ROCK TOUR OF HOMES SET FOR JULY 24**

The 32nd annual Tour of Homes in Blowing Rock will begin at 10 a.m. on Friday, July 24, concluding at 3 p.m. with a handwork show and tea.

The tour is sponsored by the Episcopal Churchwomen of St. Mary's of the Hills.

Tickets will be sold on the lawn of the church on the day of the tour. For advance orders or more information, write or call the Blowing Rock Chamber of Commerce, P.O. Box 406, Blowing Rock, N.C. 28605.



# **CRANK-UP SET FOR JULY 24-26 IN WATAUGA COUNTY**

The Thirteenth Annual High Country Crank-Up runs July 24-26, at the High Country Fairgrounds in Boone, presenting antique engines, tractors and steam engines. Tooting, puffing, grinding and general commotion will emanate from

the operating engines, tractors, models, and log saws. More conventional activity will include food booths, a flea market and an auction.

The event is sponsored by the Carolina Fly-Wheelers.

For more information, call Maek Hodges at (704) 264-2196 or Raymond Scholl at (704) 297-4406.

# **WILDFLOWER SEED SALE SUPPORTS EDUCATION**

The Wake Soil and Water Conservation District is sponsoring a wildflower seed sale offering two mixtures: Southeastern and Shade.

The Southeastern includes 23 different varieties, which thrive best when given full sun and need at least six hours of direct sunlight daily.

The Shade mixture offers 18 varieties of wildflowers that require at least four hours of direct sunlight or a full day of filtered light.



The packets can be purchased for \$4 each at the district office in Raleigh. For mail orders, send \$4.75 for each packet.

Proceeds from the project support the district's environmental education programs.

Make checks payable to Wake SWCD and mail to Wake SWCD, 4001-D Carya Drive, Raleigh, N.C. 27610.

For more information, call the district office at (919) 250-1050.

# **FAYETTEVILLE RADIO STATION AIRS BLUEGRASS SHOW**

WFSF-FM (89.1) in Fayetteville, a listener-supported radio station, has added a two-hour program of folk and bluegrass music to its regular Saturday programming schedule.

The CountrySide Bluegrass Jamboree airs each Saturday from 6:30 to 8:30 p.m. The program, a project of the CountrySide Performing Arts Center of Cedar Creek, features American

folk and bluegrass music by regional, national and international artists.

The show is hosted by CountrySide's owner and manager, Donna Reavis and the 1989 National Hollerin' champ, Tommy Tatum.

The non-profit performing arts center, has sponsored family-ori-

ented bluegrass entertainment for the past five years. The shows, scheduled for the first Saturday of each month, present regional artists such as Doc Watson, Charlie Waller and Mandolin Rose.

The gates open at 6 p.m. for each Saturday concert with the five-hour show starting at 7

p.m. Tickets are \$8 per person, \$4 for CountrySide members. Children 12 and under are admitted free. Group rates are also available.

For more information, write or call Donna Reavis at 114 Stedman Street, Fayetteville, N.C. 28305. Phone: (919) 484-6218.

# **WATERFOWL DECOYS DISPLAYED AT GASTON MUSEUM**

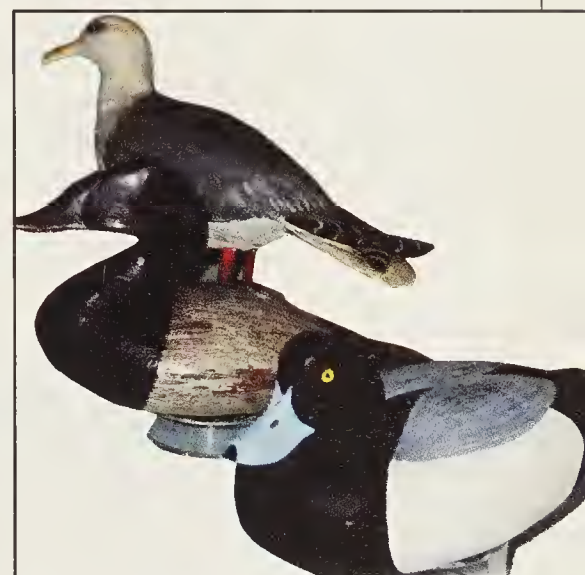
A prized collection of waterfowl decoys is currently on display at the Gaston County Museum of Art and History in Dallas.

The collection consists of wood carvings of working decoys, most of which were made in the late 19th and early 20th centuries by carvers in the eastern United States. The collection is the property of Dr. A. Everett James Jr.

Many of the decoys are primitive in appearance, having been made by hunters and guides who used hatchets, rasps or spokeshaves to carve the "functional sculpture" from blocks of wood.

Included in the exhibit is a canvasback duck decoy carved by the

Dudley brothers of Knotts Island, N.C., whose work is widely coveted by collectors.



George R. Starr's bluebill (foreground), Dudley brothers' canvasback (center), and Judson Budd's sea gull.

The exhibit, titled "The Art of Deception: American Waterfowl Decoys," will be open through Aug. 23.

The Gaston County museum is located at 131 West Main Street

in Dallas. Hours are 10 a.m. to 5 p.m. Tuesday through Friday, 1 to 5 p.m. Saturday, and 2 to 5 p.m. Sunday.

For more information, write or call the museum at P.O. Box 429, Dallas, N.C. 28034. Phone: (704) 922-7684.



## 20 "GREAT WALKS" IN THE GREAT SMOKIES

**R**outes for 20 outstanding walks in or near the Great Smoky Mountains National Park are detailed in a new guidebook.

"Great Walks of the Great Smokies," published by Great Walks publisher John K. Whitney, is a pocket-sized guide containing 21 color photographs.

All 20 walks are on gently-graded trails and take less than a day, except for one two-day climb of Mount LeConte.

The book is available through bookstores but can be ordered from the publisher. Send \$5.95, plus \$1.50 for mailing and handling, to Great Walks, Box 410, Goffstown, N. H. 03045.

## HISTORIC SITE SEEKS PHOTOS, INFORMATION ON COTTAGE

**T**he Charlotte Hawkins Brown Memorial State Historic Site in Sedalia needs help in restoring Canary Cottage, which was once the residence of Dr. Brown, to its 1935-40 appearance.

Site officials said photographs and information

about the house during the period from 1930 to 1960 would help them complete a study of the cottage's furnishings. All useful information will be incorporated into a furnishings plan to guide the final restoration efforts.

Dr. Brown, a Henderson native, was founder and president of Palmer Memorial Institute, a prestigious black prep school in Guilford County.

The Charlotte Hawkins Brown Memorial is the first state historic site dedicated to a black and the first dedicated to a woman.

For more details or to offer photographs and information, contact Howard Hendricks, c/o Charlotte Hawkins Brown State Historic Site, P.O. Box B, Sedalia, N.C. 27342. Phone: (919) 449-7699 or (919) 449-4846.

## N.C. FOLK HERITAGE AWARDS PRESENTED

**E**ight distinguished folk musicians and ensembles have been given the 1992 North Carolina Folk Heritage Awards.

The recipients, chosen by a panel of N.C. Arts Coun-

cil board members and professional folklorists, each received a \$3,000 cash grant.

The recipients include Bertie Dickens, a fiddle and banjo musician from Alleghany County; Emma Dupree, a Pitt County herbal medicine practitioner; The Five Royales, a rhythm and blues music ensemble from Winston-Salem; and Leonard Glenn, a Watanga County banjo and dulcimer maker.

Other honorees are Ray Hicks, a storyteller from Watagua County; Algia Mae Hinton, a Johnston County blues musician and buckdancer; Lauehlin Shaw, a Harnett County fiddle player and A.C. Overton, a banjo player from Chatham County.

The N.C. Folk Heritage Awards recognize extraordinary, long-term contributions to the state's folk arts legacy, calling attention to significant achievements in art forms that are rooted in North Carolina's traditional and ethnic cultures.

## SNEADS FERRY SHRIMP FESTIVAL SET FOR AUG. 8

**T**he 22nd annual Sneads Ferry Shrimp Festival

## STATESVILLE MUSEUM SALUTES OLYMPIC ATHLETES

**L**ife-like holographic portraits of five U.S. Olympic athletes highlight an exhibit saluting the 1992 Summer Games at Statesville's Arts and Science Center through August 16.

The Summer Art Olympics show features Olympic athletes, including Mike Eruzione, captain of the 1980 gold medal hockey team; Pat LaFontaine, a member of the 1984 hockey team; and John Naber, who won four gold medals as a member of the 1976 swim team.

The exhibit was constructed by Holophile, Inc. of New York City. Company president Paul D. Barefoot, a native of Charlotte, will personally install the exhibit.

Events scheduled as part of the Summer Art Olympics include a sports and games video, art relay games and nature trails.

Another new exhibit at the museum presents artifacts from World War I, including Red Cross memorabilia.

The exhibit, which will be on view through next year, also includes authentic uniforms, weapons, letters from the front, articles about the war from the Statesville "Landmark."

Also on display is a special new addition to the museum's permanent collection: an 1880s style wedding dress that was donated to the museum in 1990.

For more information, write or call The Arts and Science Center at 1335 Museum Road, Statesville, N.C. 28677. Phone: (704) 873-4734.

tival is scheduled for Aug. 8, at the festival site behind the Sneads Ferry Fire Department.

The parade will begin at 11 a.m., followed by the shrimparoo from 12 noon until 7 p.m.

Various entertainment, including a carnival and military displays,

will be featured throughout the day.

Admission is \$2, and children 12 and under are admitted free.

For more information, write or call Bernice Guthrie, 441 Peru Road, Sneads Ferry, N.C. 28460. Phone: (919) 327-4911.

## MURFREESBORO TO HOST WATERMELON FESTIVAL

**T**he 9th annual Hertford County Watermelon Festival, scheduled for Aug. 5-8 in Murfreesboro, will offer a variety of entertainment, including crafts, hot air balloon rides, and the crowning of the Little Watermelon Princess and the Little Farmer.

A parade is planned for Saturday featuring antique farm equipment and cars with special emphasis on antique tractors.

Special guests will include North Carolina Commissioner of Agriculture Jim Graham and North Carolina Watermelon Queen Angela McLean.

The event is sponsored by the North Carolina Watermelon Association, the Hertford County Agricultural Extension Service, and the Aboskie and Murfreesboro Chambers of Commerce.

For more information, write or call the Murfreesboro Chamber of Commerce at P.O. Box 3, Murfreesboro, N.C. 27855. Phone: (919) 398-4886.



## FARM TOY SHOW AND AUCTION AUG. 8

The 6th annual Tarheel Farm Toy Show & Auction will be held Saturday, Aug. 8 from 8:30 a.m. until evening at the Ramada Inn Convention Center in Burlington.

Old and new farm toys will be on display on more than 100 tables. They include tractors, implements, trucks and construction toys. Most are custom-built and highly detailed scale replicas.

The auction is

set for 6 p.m.

Admission costs \$2. Children under age 12 will be admitted free if accompanied by an adult.

For more information, contact Rick Murray at 6416 Osceola-Osage Rd., Gibsonville, N.C. 27249. Phone: (919) 584-7442.

## HOMEMADE ICE CREAM CONTEST IN RALEIGH

The North Carolina Egg Association and the North Carolina Dairy Industry Promotion Committee are co-

sponsoring a homemade ice cream contest at the Farmers Market Festival, July 9, in Raleigh.

The edible entry must be made at home and must contain at least four eggs per gallon and real dairy products. Recipes need not be original.

Entries should be brought to the Retail Building at the Farmers Market between 10 and 10:45 a.m. on July 9.

Judging, based on excellence in flavor, texture and appearance, will

begin at 11 a.m. Winners will be announced around noon.

Prizes are \$100 for first place, \$50 for second place, \$25 for third place, \$5 for honorable mention.

For more information, contact the N.C. Egg Association, Inc. 1213 Ridge Road, Raleigh, N.C., 27607. Phone: (919) 828-8188.

## EPISCOPAL MISSION CELEBRATES 150 YEARS

A three-day birthday celebration mark-

ing the 150th anniversary of the historic Valle Crucis Episcopal mission is scheduled for July 17-19 in Valle Crucis.

The birthday party will begin with fund-raising dinner at the Inn at the Taylor House, featuring cuisine by one of Atlanta's top chefs. Dr. Loyal Jones, curator of the Cultural Museum of Appalachian Heritage in Berea, Kentucky will address the group.

Other featured events are a square dance, performances on the

hammer and lap dulcimers, a barbecue dinner on the grounds, a two-act production of "Heathen Valley," and more than 40 booths of Appalachian crafts on the grounds of the old mission apple barn. All money raised goes to the Sesquicentennial Fund, which is used to improve conference center facilities.

For more information call or write the Center at P.O. Box 654, Valle Crucis, N.C., 28691. Phone: (704) 963-4453.

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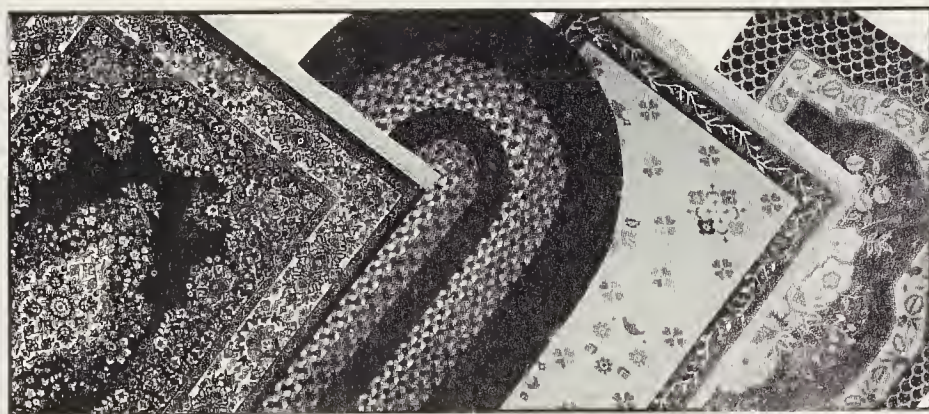


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# Thanks To EMC Member Jeff Warren Without Worrying About

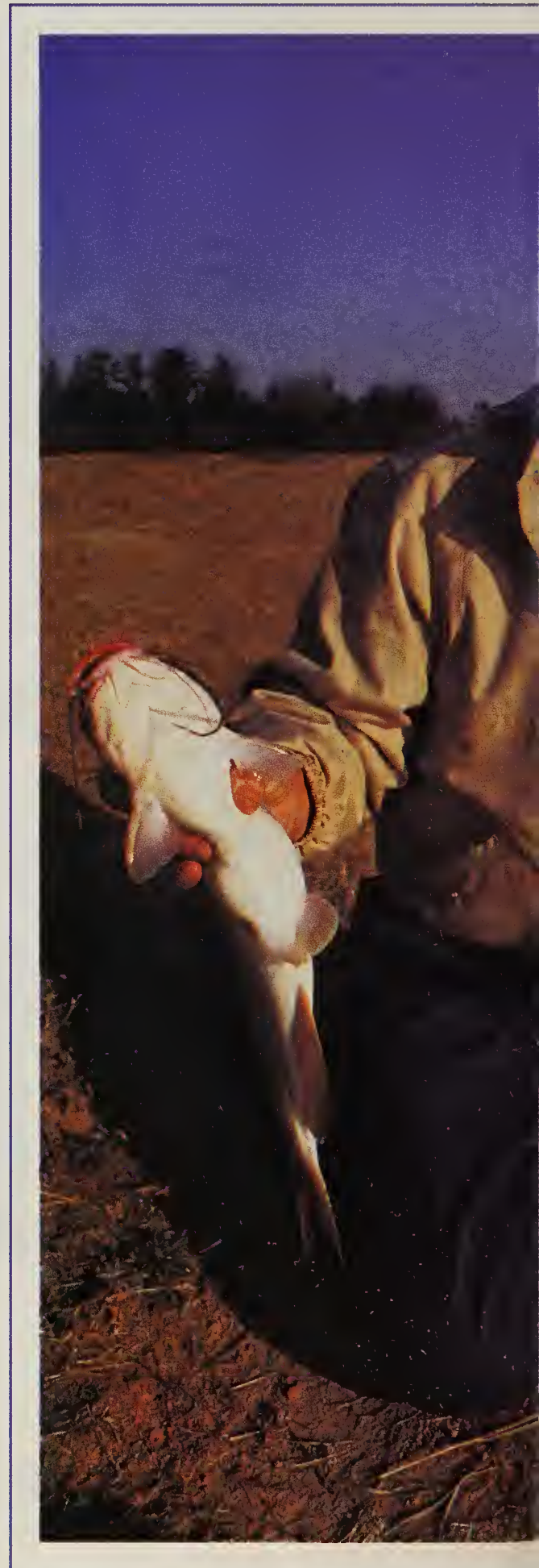
A fish that people used to shy away from because of its eating habits has become downright trendy. Welcome to the nineties and Jeff Warren's low-cholesterol catfish farm in Sampson County. Here, hybrid channel catfish live like royalty on a special all-grain diet in 12 acres of pure water pumped 380 feet from underground.

"Under these controlled conditions, you can't find better-tasting fish anywhere," says Warren.



"You can fry it, grill it, poach it, broil it, bake it, or even barbeque it. And it's good eatin'."

"Of course, none of this would be possible without electricity and the South River EMC





# You Can Now Have Catfish For Dinner That It Had For Dinner.



to keep my water pump going.”

Other critical elements are the electric meters that monitor the oxygen levels of the ponds. “It’s a very delicate balance and if bad weather knocks out my power, EMC is here in a hurry.”

At harvest time, the fish are netted and shipped live in water tank trucks to Carolina Classics Catfish in Ayden for processing.

The EMCs consider it a privilege to provide power to North Carolina farmers and to help build the communities where we live and work.

That’s why we’re more than happy to put in a plug for catfish raised the Jeff Warren way.

Try ‘em. You’ll like ‘em.



*Electric Membership Corporations Provide A New Generation of Service  
To 1.5 Million Consumers In 95 North Carolina Counties.*



# HANK'S GARDENING GUIDE

BY HANK SMITH



IF YOU  
ESTABLISHED A  
GARDEN IN THE  
SPRING, YOUR  
MAJOR TASK NOW  
WILL BE TO  
MAINTAIN IT.

**A**s the heat of summer builds up, the No. 1 garden maintenance priority is watering. Don't let any plants suffer from lack of moisture. This also applies to permanent plantings of trees and shrubs.

New growth of trees and shrubs has matured to a good stage for rooting cuttings or for layering low-growing limbs of oriental magnolias and azaleas.

## WEEDY WEATHER

**W**eeds seem to thrive during the heat of summer. Even in this age of chemical herbicide control, there are weeds that must be attacked with the common garden hoe or by pulling them from the ground.

When hoeing, it is advisable to advance toward the weeds. Don't back into them and trample them under your feet. Hoe with a smooth horizontal movement. Clip the weeds just beneath the soil surface. In addition to handling the weed problem, the action will aerate soil and help prevent moisture loss.

The best time to pull weeds is just after a heavy rain or when the soil is very moist after

watering. Dislodging roots of weeds will do less damage to nearby desirable plants when the soil is not dry and crumbly.

## BEDDING PLANTS

**I**f you want color in your flower beds and borders in the autumn, sow seeds this month for heat-tolerant plants such as portulaca, Madagascar periwinkle, balsam, zinnia and marigold. If sown now, young plants will develop rapidly and produce blooms in profusion in late summer and autumn.

Remove faded blooms from annuals now in bloom. If seeds are allowed to mature, flower production will be shortened. During dry spells, water thoroughly, soaking soil to a depth of several inches. Allow beds to become fairly dry before watering again. A good mulch will help conserve moisture and reduce soil temperature.

## VEGETABLES

**H**arvest frequently to prolong the bearing season of cucumbers, beans, okra, squash, peppers, tomatoes, and eggplant. If these are allowed to ripen to seed,

they will cease bearing or at least cut down production.

Watch closely for spider mites, aphids, white flies, and caterpillars.

Control with vegetable sprays and dusts. Cover both upper and lower leaf surfaces. Repeat application according to label directions.

## SUMMER GARDEN CHORES

1. Make the last growing-season application of fertilizer to shrubs.
2. After foliage has died back completely, replant daffodils.
3. Spray rose bushes for black spot and mildew control — do this every 10 days.
4. Sow vegetable seeds for a fall crop.
5. Cut dahlia blooms when they are fully open. Unlike roses, dahlia flower buds will not open in water.
6. Do not water vegetables every day; soak four to six inches deep every six or seven days.
7. To encourage plants to continue blooming until fall, clip faded blooms of crape myrtle, buddleia, and vitex.
8. Plant seeds of Brussels sprouts immediately.
9. Fertilize rose bushes.
10. When picking figs, leave the stems attached to the fruit.
11. Fertilize warm season lawns as zoysia and Bermuda. Use a balanced fertilizer such as 10-10-10 at 10 to 20 pounds per 1,000 square feet.
12. Before mid-August, plant seeds of carrots, broccoli, cauliflower, collards and fall cabbage.
13. If necessary, use Roundup to kill grass and weeds. Take care not to apply to desirable plants; don't apply on a windy day when drifting fumes can cause damage.
14. Feed houseplants with a liquid or soluble fertilizer every two weeks, because they grow at a rapid rate and need extra food and moisture this time of year.





## BEGONIAS

In late summer, when tuberous begonias stop blooming, dig the tubers and dry them in a spot out of the sun. Leave soil attached to the tubers. When stems and leaves have dried, clean away soil from the tubers. Place tubers in dry sand or peat moss and store over winter at a temperature of 40 to 50 degrees F.

In our climate, tuberous begonias bloom best in spring and early summer. They grow best when they do not receive direct sun and are protected from direct wind.

Tuberous begonias prefer a rich humus soil. A good mixture is:

1 part good garden soil  
1 part clean sand  
1 1/2 parts leaf mold  
1/2 part old well-rotted manure

Add a bit of bonemeal to each container.

## MUMS

Several weeks before the normal blooming date of mums growing in your area, cease pinching back the

tips of plants.

Pinching back (or removing the tip growth of each stem) causes compact and well branched plants.

Cushion mums should be fed once a month with a balanced fertilizer. Apply one pound per 100 feet of row.

## LAWN CARE

As temperatures increase, raise the blade on your mower by about half-an-inch. This causes the blades of grass to provide more shade to keep roots cooler.

When watering the lawn, take care not to sprinkle lightly; apply enough water to soak into the root area. A light sprinkling can cause roots to come nearer the surface where they often suffer from the hot sun and drying winds.

## SHADE TREES

There's no better time than now to decide where you need to plant shade trees. Take a look at the sunny side of the building. Make a mental note of how much shade a large tree will cast on the wall and roof. Usually these trees should be deciduous specimens so winter sun will reach the building.

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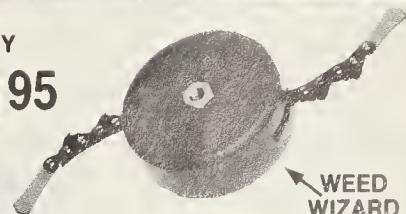
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# Introducing pay-as-you-go electricity

**BY KIM WHORTON**

**STAFF WRITER**

**A**s a single mother and student, Janette Clewis of Shallotte had trouble paying her monthly electric bill. A typical bill last winter was \$335 per month.

"My electric bills were almost more than my income per month," she said.

Now, she pays less than \$85 per month.

She didn't get rid of her appliances. She just signed up for the new PowerStat program offered by Brunswick Electric Membership Corporation, Shallotte.

PowerStat is a pay-as-you-go program using an indoor electric meter. You buy as much power as you want before you use it, then monitor your use as your prepayment dwindles.

When Janette Clewis first signed up, she had low expectations. Now, four months later, she's glad she did.

"I would highly recommend it," she said.

PowerStat allows consumers to control the amount of electricity used at home or in business settings.

When you sign up for PowerStat service, you indicate how much electricity you want to buy. The co-op

gives you a PowerCard resembling a credit card, and a 3-inch-by-5-inch plastic box that mounts on the wall like a telephone. The EMC will install the wall box free of charge.

Slide the card through a groove in the box, and a digital display appears. The numbers reveal how much power you are using at that moment, how much you used yesterday, how much credit you have left, your cost per kwh and other details. You can check the display at will to see how much more electricity you can use before your prepayment is

used up. When you need to replenish the instrument's account, you pay the co-op for additional service. Your card is stamped to serve as a receipt.

Brunswick EMC's consumer-members rave about it.

Chip Levitt, the co-op's assistant general manager, who uses PowerStat in his home, said, "The only comments we've had have praised the benefits of being in control of the amount of electricity that's used. It's a lot easier to pay a small amount every week or so rather than a huge lump sum at the end of the month."



*Shown with the Brunswick EMC PowerStat system is member credit representative Sheral Johnson. (Philip Morgau photo)*



"I love it," said Janice Simmons of Ash. "I can honestly judge what I'm doing and what it's costing."

Simmons said her family's electric bills had ranged from \$200 to \$240 per month. But six days after installation of their unit, her family of six had used only \$18 worth of electricity.

But what sacrifices are these members making to account for these savings?

"We don't go without," Simmons said. "The box just makes you more aware of what you're using, so now we just cut back. For instance, now I only use the dishwasher when it's completely full. Everybody tries to conserve more by just cutting things off."

Clewis feels the same way:

"Our lifestyle has not changed since we got PowerStat. We're just more aware of the electric current that we're using. We watch small appliances like curling irons and hairdryers. . . . A lot of things we took for granted we now notice because we can watch the money being used, and we know how it's being spent."

Other members said they like the service because the PowerStat unit helps them determine where and when to cut back if they want to reduce their electric bill. And, installation of the service doesn't cost the consumer anything.

Clewis said the trip to the EMC office to purchase her electricity is not an inconvenience.

"It's just like going to the store," she said. "If you see you're running low, you just run out and buy some more."

Brunswick EMC officials appreciate the PowerStat program because it

allows the co-op to avoid the expense of disconnecting and reconnecting electric service for delinquent accounts, thus keeping rates lower for all consumers.

When the EMC launched the project in January 1992, 20 units were installed. Levitt expects the EMC to install up to 300 by the end of this year.

So far, Brunswick EMC is the first and only electric utility in North Carolina to provide the PowerStat option for all its customers. Other EMCs and Duke Power Company are test-marketing it, according to PowerStat manufacturer CIC Systems in Nashville, Tenn.

PowerStat is used throughout the U.S., including Alaska. It soon will be

introduced in Canada, according to CIC Systems product manager Michael Bush, who notes that a utility in New Zealand is one of the biggest users.

In the future, Bush said, PowerStat users will be able to buy power in such locations as supermarkets and shopping malls, either at remote stations installed by the utility, or at PowerCard dispensing machines.

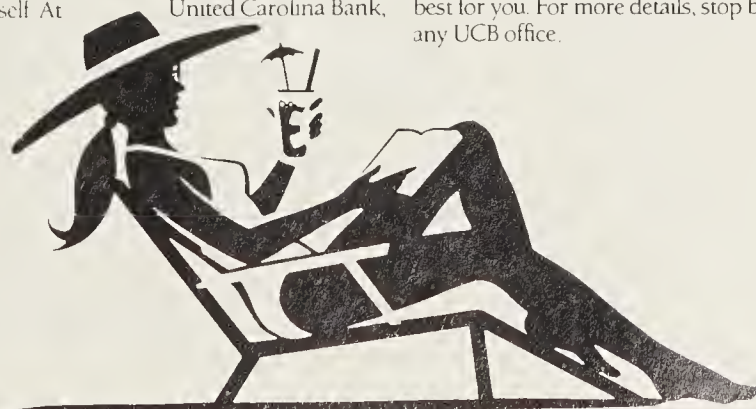
The dispensing machines operate like automated bank teller machines except in reverse. You insert the money, and you get a card worth a certain amount of electricity. A prototype dispensing machine is being tested at several locations around the country, Bush said.

# LAZY MONEY

You've worked hard at taking care of everyone and everything else all year long. Now it's time to take care of yourself. At

United Carolina Bank,

our specially designed vacation loans are simple, flexible, and competitive. Together, we can create the loan that's best for you. For more details, stop by any UCB office.



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A GUIDE TO  
WHAT'S INSIDE.

## INTERESTING READING OFFERED ON THESE "RECYCLED" PAGES

I think you'll find plenty of interesting reading throughout this issue of *Carolina Country*, much of it with strong implications for the state's Electric Membership Corporations. I'd like to call special attention to a few of them:

- Associate Editor Michael E.C. Gery uses words and photos to take you on a visit to the mountainous Haywood County area in a special feature that starts on page 6.

It includes a revealing look at Haywood EMC, which serves about 16,000 consumer-members in a five-county region. The co-op has been shaken in recent years by member unrest and employee dissatisfaction but new leadership is cutting costs and launching new programs to regain the membership's trust and confidence.

- A feature beginning on page 34 describes a fascinating new program that gives members of Brunswick EMC, Shallotte, pay-as-you-go electricity. The co-op is the first utility in the state to introduce the high-tech system but others are expected to follow suit.

- In the "Our View" column, page 4, Marvin O. Marshall, executive vice president of South River EMC, Dunn, toasts the late Gwyn Price of Ashe County. Price, who spent about 40 years of his life helping to establish and strengthen the state's electric and telephone co-ops, died May 27. His obituary is on page 13.

- An item on page 17 notes that *Carolina Country*, the co-ops' official journal, has switched entirely to recycled paper effective with this issue. It also points out that we may soon begin using soybean-based ink for our

entire press run, which averages about 340,000 copies. The ink has been used effectively for some sections of the book in a test of various brands of ink made with soy oil.

## FLAWED LOGO: IT'S THE ONLY GAME IN TOWN

The magazine's shift to recycled stock means we can begin displaying the national symbol identifying our magazine as a



*This recycling symbol indicates that paper is made from recycled paper.*



*This recycling symbol indicates that paper is recyclable.*

recycled paper product. The logo is reproduced here along with a similar "recyclable" emblem that is widely used — often, I suspect, with the hope that consumers will think it means "recycled."

Copies of *Carolina Country* have always been

recyclable, but that's meaningful only if they can get to an appropriate collection point for processing. Coated magazine stock can be recycled but it generally isn't collected or processed along with newsprint, which is the top priority for most paper recycling programs. As a result, many consumers cannot readily get their old copies into the proper recycling pipeline.

We have declined to use the "recyclable" symbol because it can be confused with the "recycled" logo and because it's a pointless label if most



readers have no practical means of having their discards recycled.

While I'm dissecting emblems, let me also point out that both logos may be somewhat misleading. If you look closely, you can see that the chasing arrows form a triangular outline that might be seen as a tree. The designer may have planned that to convey the idea that recycling is important because it saves trees. That's true but saving landfill space has become even more important.

Paper industry analyst Eric Edelman says recycling "isn't about saving trees, it's about saving landfills."

He points out that about 76 percent of the nation's total waste paper stream is sent to landfills, 11 percent is recovered for recycling and 13 percent is burned. Of the 160 million tons of solid waste generated by the United States every year, 40 percent — 64 million tons — is paper or paperboard. Magazine paper accounts for four million tons.

Yet, U.S. Department of Agriculture statistics show that one-third of the country is covered by forest.

Edelman says, "That's 75 percent of the forest cover that existed in (the year) 1600."

In 1989, 2.1 billion seedlings were planted in the United States. In 1986, when consumption of magazine and newspaper grades was exceptionally high, timber growth exceeded timber harvests by 36 percent.

Meanwhile, we're running out of landfill space. Within the next 20 years, about 80 percent of all existing landfill sites will be filled and closed.

Another problem with the two emblems is that they don't spell out how much recycled paper was used to produce the new stock — and it varies widely.

Almost all of it has some virgin fiber, with the amount of recycled material usually falling in the range of 50 to 60 percent. Also, the recycled fiber may be largely preconsumer waste, which means it was recovered during the papermaking process and never reached the consumer. Thus, this waste has never been diverted from a landfill for recycling.

The Weyerhaeuser paper we're using for *Carolina Country* contains a blend of virgin fibers, post-consumer waste and pre-consumer waste. It always includes at least 10 percent pre-consumer waste. That's typical for the coated magazine grades currently available.

Thus far, the logos and labels are covered by no government regulations. The Environmental Protection Agency *recommends* that recycled paper consist of "at least 50 percent waste paper," but doesn't specify the amount of postconsumer and pre-consumer waste.

The paper industry is wrestling with this problem but has yet to establish firm guidelines.

All this leaves the printers and publishers free to use the recognized logos as they see fit. The emblems are flawed, to be sure, but we will use "recycled" symbol regularly. It remains the best available shorthand method of letting every reader know that we are putting a priority on environmental concerns with every issue.

#### FEATURE CARRIES YOUNG WRITER'S FIRST BY LINE

Our feature on Brunswick EMC's pay-as-you-go electric service was written by Kim Whorton, who recently joined the staff of the statewide EMC organization. The article is her first bylined story in any publication.

A 1992 graduate of North Carolina State University, she is a communications assistant in the Corporate Communications Department. She'll handle various duties in the department, including *Carolina Country* writing assignments. She hails from Arapahoe, where her family is served by Tideland EMC.

#### LOG BLUEBIRD BOXES AVAILABLE

We can now pass along three sources for log bluebird boxes, thanks to readers who responded to our item on the subject in the May issue. We've had lots of inquiries about such boxes since we ran our series on bluebirds in early 1991.

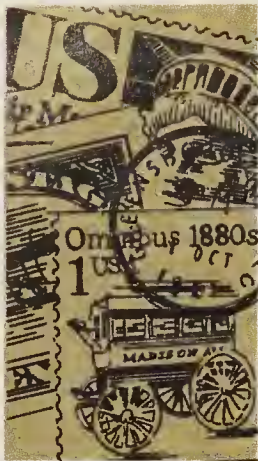
- You can write to Timmy Holmes of Rt. 2, Box 314, Pinnacle, N.C. 27043, who makes the boxes. He wrote, "I hope more and more readers will become involved in helping the bluebirds to survive. They are not only a delight to watch but a major contributor to our environment."

- Cloyd Betzer of Taylorsville wrote, pointing out that Crafts Ltd. in Lenoir makes birdhouses from poplar bark. He said, "They are well made and look very much like they were made from a log, only better." The company is at 1528 Harper Ave. in Lenoir.

- Tom Stone of Sanford wanted our readers to know that the birdhouses are available through the Kempf's mail-order company. He said, "They carry various birdhouses and feeders and many other novelty items. I think bluebird fanciers will find what they are looking for in the catalog." The company's address is Kempf's, P.O. Box 504, Woonsocket, S.D. 57385.



## MAILBOX



LOOKING FOR A  
GROWN  
CHESTNUT TREE  
AND USEFUL  
MAGAZINE  
ARTICLES.

### WANTS TO SEE "AN HONEST-TO-GOD GROWN CHESTNUT TREE"

**E**njoy your magazine thoroughly. I have Wilkerson kin throughout North Carolina dating back to when two branches of the family — one from Orange County and one from Northern Neck, Va. — met in Hillsborough and went west with Boone. I have a house in Ocracoke and go there when I can.

I saw an article (in *Carolina Country*) on the return of the chestnut sometime in the last six months and haven't been able to locate it again. My son, Tim, — who lives a hoot and holler over into Tennessee in Kingsport— and I have a thing about restoring the chestnuts. I have heard of individual stands of grown undiseased trees, including one spoken of in your article. Tim knows of at least one.

I would like to compare notes with the author of the article and get him in touch with Tim. I've never seen a grown undiseased native chestnut tree, and before I leave this world I want to see an honest-to-God grown chestnut tree, and also start some seedlings around here in my yard. So does Tim.

The woods are full of small chestnuts here and in Virginia, and once in awhile they grow tall enough to bear big juicy corms. It's my impression that the trees are growing bigger before they catch the blight. I've seen some, six or eight inches in diameter, and I don't recall seeing them that large in the past.

*Daniel C. Wilkerson, M.D.  
Baltimore, Md.*

*We sent Dr. Wilkerson the article he inquired about. If you can help him*

*find a stand of undiseased native chestnut trees, write or call him at 1710 Forsythia Lane, Baltimore, MD 21227. Phone: (410) 536-5170.*

### MAGAZINE'S ARTICLES "ARE ACTUALLY USEFUL"

**J**ust want to tell you how valuable your magazine is to us. It is the favorite reading material in our waiting room.

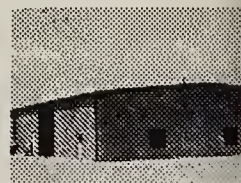
We look forward to the *practical* articles re plants, food, etc. and would like to see far more "how to" columns on easy crafts and decorating tips, such as the "Do Your Own Thing" feature.

Features of this genre have led our staff to look forward to copying and clipping your articles because they are actually *useful*. Few current magazines can make this claim.

Keep up the good work.

*Doris J. Anderson  
Smithfield*

*Doris J. Anderson is a community educator at East Central Community Legal Services in Smithfield.*



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